

Achievement Standard

Subject Reference Business Studies 1.4

Title Apply the marketing mix to a new or existing product

Level 1 **Credits** 3 **Assessment** Internal

Subfield Business Operations and Development

Domain Business Studies

Status Registered **Status date** 9 December 2009

Planned review date 28 February 2013 **Date version published** 9 December 2009

This achievement standard involves applying the marketing mix to a new or existing product.

Achievement Criteria

| Achievement | Achievement with Merit | Achievement with Excellence |
|---|---|---|
| <ul style="list-style-type: none"> Apply the marketing mix to a new or existing product. | <ul style="list-style-type: none"> Apply in detail the marketing mix to a new or existing product. | <ul style="list-style-type: none"> Comprehensively apply the marketing mix to a new or existing product. |

Explanatory Notes

- This achievement standard is related to the *Teaching and Learning Guidelines for Business Studies Years 11-13*, Ministry of Education, 2009; *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007; and *Te Marautanga o Aotearoa*, Ministry of Education, 2008.
- Assessment will involve a selection from the business content and concepts related to Business Studies Level 6 Learning Objective One in the *Teaching and Learning Guidelines for Business Studies Years 11-13*, Ministry of Education, 2009 (<http://www.seniorsecondary.tki.org.nz/Social-sciences/Business-studies>).
- To *apply* would typically involve:
 - defining, describing, identifying or outlining the marketing mix for a product
 - applying appropriate skills and ideas
 - stating relevant business knowledge
 - stating a Māori business concept(s) where relevant.

- 4 To *apply in detail* would typically involve:
 - explaining the marketing mix for a product
 - consistently applying appropriate skills
 - including relevant business knowledge
 - including a Māori business concept(s) where relevant.
 - 5 To *comprehensively apply* would typically involve:
 - fully explaining the marketing mix for a product
 - consistently applying appropriate skills with a high level of accuracy
 - integrating relevant business knowledge
 - integrating a Māori business concept(s) where relevant.
 - 6 Explanation of terms:
 - *Marketing mix* includes product, price, promotion, and place.
 - *New product* means a good or service that has been conceptualised by the candidate.
 - *Existing product* means a good or service already on the market.
 - 7 Conditions of assessment related to this achievement standard can be found at <http://www.tki.org.nz/e/community/ncea/conditions-assessment.php>.
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Quality Assurance

- 1 Providers and Industry Training Organisations must be accredited by NZQA before they can register credits from assessment against achievement standards.
- 2 Accredited providers and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.